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# NSPRA's Social Media E-Kit



# NSPRA

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# NSPRA's Social Media E-Kit

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Welcome to the *Social Media E-Kit* compiled by the National School Public Relations Association. We have assembled what we hope will be a useful list of resources — many created by our own members — to assist school officials and communications professionals as they navigate the waters of social media.

To help you easily choose what you would like to learn, we divided the e-kit into five sections — *First Steps*, *Using Facebook*, *Using Twitter*, *Next Steps*, and *Social Media Guidelines and Policies*. We have also included a number of examples of best practices.

## Acknowledgments

NSPRA is pleased to provide this *Social Media E-Kit* which captures some of the best social media resources available for today's school leaders.

NSPRA members provided many elements in this kit as they know best what is working in their districts and their schools. We intend to update this free member resource twice a year to capture new resources that may improve your local social media strategies and tactics. We consider this e-kit to be a constantly evolving resource. If you want to recommend items that we should consider adding to the next update, send them to [editorial@nspra.org](mailto:editorial@nspra.org).

## SchoolMessenger Steps Up

Special recognition and thanks go to long-term NSPRA partner SchoolMessenger for providing a grant to make this resource a reality for NSPRA members and others. SchoolMessenger is a leading provider of communication solutions including the SchoolMessenger notification service and the Custom Mobile Apps service. Visit SchoolMessenger at [www.schoolmessenger.com](http://www.schoolmessenger.com).

NSPRA's Board member Evelyn McCormack, vice president at large for communication technology and innovation, was instrumental in locating and vetting resources for this kit. NSPRA's Communication Specialist Katie Hood was also a key asset in making this new resource a reality. And special thanks to Carolyn Boccella Bagin, president of the Center for Clear Communication in Rockville, Maryland for her pro-bono editorial and graphic expertise.

We do hope you find this practical resource helpful in building and refining your social media program.



**Rich Bagin, APR**  
NSPRA Executive Director



# First Steps

## [Leaping into Social Media: A School District Case Study](#)

In 2012, Erika Daggett and Shane Haggerty, two of NSPRA's most social-media savvy members, gave a play-by-play of how Sycamore Community Schools developed their social media strategy. Use this presentation as a checklist to see how your district can improve and further develop your social media strategy if you are just getting started or considering getting started.

## [Social Media Use by School Districts: Diving Beyond "Should We?" Discussions](#)

NSPRA member Dustin Senger led a session on how schools use social media at an NSPRA Seminar. The graphs, examples, and advice provided in his research paper and included in the PowerPoint help school communicators take the next step in developing their social media strategy.

## [Marketing Savant's Social Media 101](#)

This 18-page document is chock-full of resources ranging from social media marketing to specific tools, ways to keep your strategy fresh and use search engine optimization to help people find you online.

## [Sea Change: How Social Media Has Flattened the Educational Universe](#)

This presentation by Evelyn McCormack explains how social media has dramatically enables school districts to take charge of their own messages and communication.

## [What's Your expr Strategy?](#)

Past NSPRA President Nora Carr, APR, presented a basic primer for "public relations 2.0." She explains how public relations has adapted to the new social media landscape and describes how to use these new channels to a school PR person's advantage.



## Using Facebook

### [Setting Up a Facebook Fan Page](#)

Step-by-step instructions on setting up a Facebook fan page for school districts, written by Evelyn McCormack.

### [Finessing Facebook](#)

NSPRA member Ken Koch, APR, highlights some great tips on how a Facebook post can be tweaked to maximize its potential, using an infographic supplied by TrackMaven.

### [Facebook Tips and Tricks for School Districts](#)

A short guidebook from Don Mace of Union County Public Schools in Monroe, N.C., shares 15 Facebook tips for school districts. Although Facebook has changed since this resource was developed, the messages remain relevant.

### [How to Use Facebook's New Call to Action Button](#)

This blog post by Evelyn McCormack explains how to properly use Facebook's new tool for pages — a call-to-action button. Engage your followers to become volunteers, provide feedback or view new content on your YouTube channel or app.

### [Five Strategies to Grow Your Facebook Fan Base](#)

Whether you are launching a new Facebook page or running an established page, these five easy tips will help you grow your social media community at a steady pace.

## Using Twitter

### [Twitter for Schools: Strategy, Management, Measurement](#)

Twitter is one of the most powerful social media platforms out there, though it isn't for every district. While Twitter may not yield as large of a following for your school district as Facebook, it may be the key to reaching influencers.

### [Beyond Twitter Basics](#)

Erika Daggett, former OHSPRA president, gave this presentation at the 2013 NSPRA Seminar to help school districts develop and strengthen their Twitter strategies. She shared her district's experience and helped attendees extrapolate how they could use Twitter to achieve successful engagement.

### [Top Twitter Tools](#)

Brian Longest of [www.longest.com](http://www.longest.com) has developed a list of tools to use to improve your Twitter use. You can monitor trends, set up automatic Tweets, or have your Tweets delivered directly to your phone using some of the tools on his extensive list.

### [Help Your Principals Become Twitter Advocates: Opting Out Is No Longer an Option](#)

In this NSPRA article, Evelyn McCormack explains how school public relations professionals can use relationship-building and communication skills to work with principals jump on the Twitter bandwagon.

### [Social Media University's Six Reasons Your Organization Should Get a Twitter Account](#)

Social Media University answered emails about the benefits of organizations creating Twitter accounts. Among the top reasons to create one: brand protection and increased news coverage.

### [Streamline Your Life Using Twitter Lists](#)

Try creating Twitter lists, a great way to customize your Twitter timeline, follow conversations among people categorized by occupation, topic or relationship to you, and clear your Twitter "desk" in an organized way.

## Next Steps

### [Social School PR Blog](#)

Since November 2011, a group of NSPRA's savviest social media experts and members have been contributing to this blog, which focuses on how school districts use social media to communicate. The popular blog has tackled issues regarding Facebook, Twitter, LinkedIn, Instagram, Vine, and other social media tools, along with larger issues including guidelines, proper use, and crisis communications. You can subscribe to the blog for regular updates.

### [Schools to Follow on Facebook and Twitter](#)

For the 2009 Seminar, Evelyn McCormack compiled a list of school districts to follow on Facebook and Twitter. These districts can serve as models for the types of content to post as well as how often to update and how to respond to others.

### [Cool Tips and Ideas for Connecting Your Social Media Sites](#)

Discover how to share your content through new and different channels. Update your social media content all through one site, connect your YouTube channel to a Facebook fan page, and more.

### [The Best Times to Post to Social Media](#)

Ragan's *PR Daily* has a list of the best times to post to social media outlets including Facebook, Twitter, Pinterest and others, and includes a handy infographic.

### [Growing Social Media](#)

Barbara Griffith, APR, NSPRA member and senior communications officer at Fort Worth (Texas) ISD, shared her strategy to increasing her district's social media following. Tips include using social media as a true method of two-way communication and having fun.

### [How To Use Social Media Properly](#)

In a PowerPoint presented by the school district of Lee County, Fla., NSPRA Seminar attendees learned what pitfalls to avoid when using social media and guidelines to successful social media usage. The presentation highlighted the difference between personal and professional social media usage, and the types of content that can be monitored for each instance.

### [Beyond the Basics — Making GREAT Social Media Content](#)

Kitty Porterfield, co-author of [Why Social Media Matters](#), shares slides from her presentation at an NSPRA Seminar about overcoming social media challenges to develop great content and attract engaged followers.

# Social Media Guidelines and Policies

## [Social Network Guidelines](#)

The School District of Lee County, Fla., developed a brief on appropriate social networking. The document outlines the difference between professional and personal social media usage and some tips to use them appropriately in each area.

## [25 Resources to Keep Your Social Media Strategy Cutting Edge](#)

Evelyn McCormack developed this list of 25 resources to help stay current using social media. Resources range from samples and guides to social media hacks and add-ons to keep your social media strategy cutting-edge.

## [Policy and Procedures for Social Media in Schools](#)

NSPRA member and director of communications in Eudora (Kan.) USD 491, Kristin Magette, has distinguished herself as a social media expert in her book, *Embracing Social Media*. Find helpful sample resources to use when developing your social media policies in this blog post.

## [West Des Moines Community Schools Social Media Plan](#)

West Des Moines Community Schools developed a social media plan that won an NSPRA Golden Achievement Award in 2012. Learn how the district developed and implemented the plan, including providing talking points and suggested community survey questions, in this write-up.

## [Surviving Social Media Scorn](#)

After a video of students treating an elderly school bus monitor badly went viral, Greece Central School District in Rochester, N.Y., had to learn what to do when negative news went viral. Representatives of the district, David Richardson and Laurel Heiden, share pivotal lessons learned as well as sample emails and messages to stakeholders about the incident.

## [Expectations for Electronically Communicating with Students](#)

From Community High School District 128 in Vernon Hills, Ill., a brief "dos and don'ts" guide for educators communicating with students.

## [Facebook Guidelines](#)

Papillion-La Vista School District (PLSD) has shared the Facebook Guidelines they developed for the district with NSPRA. This guide addresses the difference between personal and professional use of Facebook as well as rules of engagement.

## [Online Response Guidelines](#)

Papillion-La Vista School District (PLSD) developed *Response Guidelines* to determine whether web communication warrants a response, and, if so, what the most appropriate way to respond is. The decision-tree was developed by NSPRA North Central Regional Vice President, Annette Eyman, APR.

## [Minnetonka Public Schools Social Media Policy](#)

This resource is a good model of policies for employee use of social media on approved social media networks, which Minnetonka Schools have graciously shared with NSPRA. They ask employees to consider if their communication via social media is adding value and to be a positive role model on the social networks.



## **NSPRA** **The Leader in School Communication**

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# Tap Even More Resources from NSPRA

This *Social Media E-Kit* is just one of many practical and relevant resources from NSPRA. Tour our website ([www.nspra.org](http://www.nspra.org)) to learn how we'll save you time and enhance your total communication program. You'll quickly grasp how our products, services, and ongoing membership services will fit your school district. You'll see how other districts have successfully tackled many of the same obstacles that you may be facing. And, better yet, you'll find alternative solutions that work best for you.

Find even more resources and several opportunities for your programs to excel and be praised through national competitions. And learn about **the best professional development opportunity for school communicators in the world — our annual national Seminar**. The annual 3-day gathering offers more than 75 sessions all under one roof covering a full range of communication, marketing, engagement topics.

## Some NSPRA features at a glance



**Advocacy for Public Education:** *All In for Public Education* is NSPRA's advocacy resource for those seeking strategies and tactics to build more support for public education. In this collective web resource we bring you some of the best advocacy tactics, articles, and insight on becoming a stronger advocate for public education. The 6 sections make it easier for you to grab the resources you need in your advocacy efforts. <http://www.nspra.org/all-in>

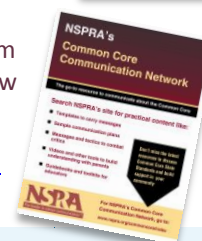
Come to 3 days of learning and networking at NSPRA's National Seminar. This year it's *Raising Our Voices for Educational Excellence* in Nashville, <http://www.nspra.org/national-seminar>.

Interact with leading experts and practitioners in school communication who will share cutting-edge strategies, offer insight and guidance, and provide helpful tools and examples for improving all aspects of communication in your district and schools.



We've compiled a list of frequently asked questions and we share the answers. Topics range from standards vs. curriculum, implementation, development, the government's role in them, and how they are intended to improve the American education system.

**Communication resources for the Common Core:** <http://www.nspra.org/commoncore/updates>



**All this and more! Find out how we can make your communication effort more effective.** Contact us at [nspra@nspra.org](mailto:nspra@nspra.org) or (301) 519-0496.

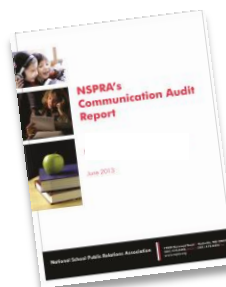
## Weekly quick-reads



## Timely, practical resources



## Communication audits



## Resources for members only





# Take Your District Mobile



[schoolmessenger.com/mobile](http://schoolmessenger.com/mobile)



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